



## FACTORS OF EMOTIONAL INTELLIGENCE AMONG WOMEN EMPLOYEES: A RESEARCH STUDY

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### **Women Employees**

The most famous saying said by the Pandit Jawaharla Nehru is “To awaken the people, it is the women, who must be awakened. Once she is on the move, the family moves, the village moves, the Nation moves.” Women Empowerment can be defined as making women powerful so that they take their own decision regarding their lives and well being in the family and society. Women in the workforce earning wages or a salary are part of a modern phenomenon, one that developed at the same time equal to the growth of paid employment for men, but women have been challenged by inequality in the workforce.

Selecting employees based on high level of Emotional Intelligence would enable organizations to profit in multiple ways. In accord with law et al. (2004) Emotionally Intelligent employees typically performed better. Certainly lack of Emotional Intelligence in employees could negatively affect their satisfaction and commitment, which could reveal itself in familiar symptomatic ways, comprising burnout, turnover, poor attitudes, shoddy performance and stressed relationship.

Women in work force need to grab success however they can, but too many of them are throwing away their advantages by trying to be like men. Conversely women are encouraged to develop these soft skills, like Emotional Intelligence and the good news is that Emotional Intelligence this essential skill can be learned as they climb up the career ladder.

In today’s competitive environment, leaders need to be seen as having the collaborative traits that are the by-product of emotional intelligence. In an intriguing study by the Hay group, it was found that high levels of emotional intelligence were found in work situations where women executives were required to lead by influence rather than direct authority. Women are considered to be more empathetic. However, Women’s tendency to stay tuned-in helps them nurture and support others when emotions are running high.

### **Emotional Intelligence**

Emotional Intelligence means being smatter with feelings- accurately appraising emotional rate and using that data to optimize decisions. Emotional Intelligence is a quality that keeps growing and changing with experience in a women life. Having a healthy Emotional Intelligence is very important in order to lead a happy and successful life. The working women have multiple role to perform at home and workplace. The work place environment can at times affect the mental health of a man/woman.

Emotional Intelligence refers to the ability to perceive, control and evaluate emotions. Some researchers suggest that Emotional Intelligence can be learned and strengthened, while others claim it is an inborn characteristic percent. The present study is an attempt to examine the Emotional Intelligence of women employees and the factors contributing for it.

### **Reviews of Emotional Intelligence**

**Krishnamurthy and Varalakshmi (2011)** conducted a study “To know the Emotional Intelligence of employees working in educational institutions”. A sample size of 200 teaching and non-teaching staff was taken for study on the basis of demographic factors .Questionnaires were designed in five segments consists of personal information, adaptability, assertiveness, emotional management, self-esteem and relationship of respondents. The result revealed that the improvement in Emotional Intelligence would increase the motivation and effectiveness of the employee.

**Jorfi et.al.(2012)** has exposed that women highly emotion intelligence and more concerned with people (Majanovic &Dimitrijevic,2013) they concluded that the current findings reinforced the use of intelligence traditional measures and the personality trait of emotional intelligence in predicting job related criteria, but encourage and prefer the assessment of trait of Emotional intelligence for the purpose of predicting well-being.

**Zahra et.al (2012)** A similar study was conducted “To identify the level of Emotional Intelligence among the teachers”. The study described the relationship between Emotional Intelligence and job self-efficacy in research courses among 200 Tehran physical education teachers. Emotional and Self efficacy job questionnaires were used to evaluate the teacher’s attitudes. The results demonstrated a significant relationship between emotional awareness, empathy and self-efficacy.

### **Present Study**

The present study is focused on Emotional intelligence of women employees in Coimbatore. The concept of emotional intelligence of women employees steadily gained importance in recent years because these concepts have essential role in providing a link between productivity and the Motivation. This study aims to understand the level of emotional intelligence of women employees in Coimbatore.



### Objectives of the Study

1. To find out the level of emotional intelligence of women employees.
2. To find out the factors associated with the Emotional Intelligence of women Employees.

### Research Methodology

The research design used in this study is **Descriptive Research Design**. Since it describes clearly the characteristics of the sample as expressed by the respondents. Coimbatore is the second largest city in the Tamil Nadu state .Coimbatore District was selected for conducting the study, considering the factors such as familiarity with the place, convenience to travel and accessibility for data. The researcher travelled places in and around Coimbatore to collect data from the respondents. Women employees in Coimbatore forms the universe of the present study. The sampling technique adopted by the researcher for the purpose of the study was **Accidental Sampling**. The method adopted to get the response from the women employees was through questionnaire. The researcher visited schools, college; Institutions (Hospitals, NGOs, Government offices etc..) in search of the respondents for her sample. A sample of 325 women employees was selected. Since the criteria were to include those women employees who are available at the time of researcher's data collection, so the sample became **Accidental sampling**.

In order to get response from the Women Employees a questionnaire is used. Questionnaire is a tool adopted to collect the data from the respondents. A standard scale developed by **Law, Wong and Song (2004)** is used to assess the level of Emotional Intelligence .It consist of Seven point scale with 16 items each item is scored as "totally disagree"," disagree", "somewhat disagree" "neither agree nor disagree", "somewhat agree", "agree", and "totally agree .With the completion of the entire sample (325 respondents) the data was analyzed. Appropriate statistics were used to bring out the findings related to Emotional intelligence of the women employees.

### Findings and Discussion

More than half of the respondents (**54.3%**) are between 21 to 30 years of age. Nearly one third of the respondents (**32.6%**) have completed their PG degree. Majority of the respondent's (**38.8%**) had an experience below 5 years. Majority of the respondent's (**38.2%**) of the respondents were earning an income between Rs.10, 001- Rs.15, 000. Most of the respondents (**71.4 %**) job status was middle level. Majority of the respondents (**43.4%**) had changed their job once. Half of the sample respondents (**49.8%**) belong to service sector. Most of the respondent's (**84.5%**) hours of work was between 6-10 hours per day. Majority of the respondents (**63.4%**) were travelling below 10 Kms from their home to office.

Nearly one third of the respondents (**39.1%**) mode of travel to their office was by their own vehicle. Less than half of the respondents (**41.2 %**) belong to urban areas. Majority of the respondents (**61.2%**) were married. Most of the respondents (**63.3%**) are from Nuclear family. Nearly half of the respondents (**48.6%**) birth order was first. More than half (**54.5%**) of the respondents had less than 3 dependents. Less than one fourth of the respondents (**23.1%**) had 1 child (below 5 years). Around one third of the respondents (**39.4%**) spouse are employed. Around one third of the respondents (**34.5%**) had the habit of reading books and journals. Majority of the respondents (**64.6 %**) had more than 3 friends .Majority of the respondents (**76.3%**) were satisfied with their Leave facility. Nearly half of the sample respondents (**49.2%**) were satisfied with their income. Majority (**73.2 %**) of the respondents were satisfied with their work atmosphere.

Findings based on the classification of respondents in relation to the key variable: Emotional Intelligence is that less than half of the sample respondents (**48.3 %**) had a high level of Emotional Intelligence.

### Significance (t Test & f Test) Tests for Emotional Intelligence Scores based on Socio-Economic Variables

S. No	Personal Factors	Test Applied	Significance
1	Age	F-test	**
2	Educational Qualification	F-test	**
3	Experience	F-test	NS
4	Monthly Income	F-test	NS
5	Job status	F-test	**
6	Job change	F-test	NS
7	Organisation type	F-test	*
8	Working Hours	F-test	**
9	Distance to Office	F-test	NS
10	Mode of travel	F-test	*
11	Nativity	F-test	NS
12	Marital Status	F-test	*
13	Type of Family	F-test	NS



14	Birth Order	F-test	*
15	Based on Dependents	F-test	NS
16	Children (Below 5years)	F-test	**
17	Spouse Employment	F-test	**
18	Reading Habits	F-test	NS
19	Close Friends	F-test	NS
20	Leave Facilities	F-test	**
21	Satisfaction with income	F-test	**
22	Satisfied with work atmosphere	F-test	**
23	Target oriented job	F-test	**
24	Deal with public	F-test	**
25	Comment on supervisor	F-test	**

The following are the highlight of the findings:

- **Age:** Those respondents whose age group was above 41 years had higher level of emotional intelligence compared to others. The finding is supported by Fatemeh Sadat Ghoreishi, et.al (2014), their findings shows that there was a significant relations were found between the age and Emotional Intelligence.
- **Education:** Those respondents who have completed M. Phil and above had higher level of emotional intelligence compared to others. The finding is supported by Amirtha and Kadiravan (2006) who found that gender, age and qualification influenced the emotional intelligence of employees.
- **Job Status:** Those respondents who had middle level job status had higher level of emotional intelligence compared to others. The finding is supported by Jeya Amantha Kumar and Balakrishnan Muniandy (2012) which proved that the levels of Emotional Intelligence among the employees improved with age and grade.
- **Organisation Type:** Those respondents who were working in service sector had higher level of emotional intelligence compared to others. The finding is supported by Susan Tee Suan Chin, R. N. Anantharaman, and David Yoon Kin tong (2012). Their study found a significant difference in emotional intelligence across various industries. There are 3 industries that obtained a low level of Emotional Intelligence, i. e. Textiles and Apparels; Paper, carton box and printing together with Pharmaceuticals.
- **Working Hours:** Those respondents who were working between 1-5 hours per day had higher level of emotional intelligence compared to others. According to Rommel Pilapil Sergio et.al (2015) study found that there is a significant difference in emotional intelligence of the employees based on the work schedule.
- **Mode of Travel:** Those respondents who travel by their own vehicle had higher level of emotional intelligence compared to others.
- **Marital Status:** Those respondents who were widows had higher level of emotional intelligence compared to others. The finding is supported by Mohammad Ebrahim Madahi, Nasirudin javidi and Mona Samadzadeh (2013) who found that there is a significant difference between single individuals and married individuals in emotional intelligence. That is Emotional intelligence of married individuals had better emotional intelligence than single individuals.
- **Birth Order:** Those respondents who were last born had higher level of emotional intelligence compared to others. The finding is supported by Dalip Singh (2006) which has stated that birth order influences the intelligence level of the employees.
- **Children Below 5 Years:** Those respondents who had one child had higher level of emotional intelligence compared to others.
- **Spouse Employment:** Those respondents whose spouse are employed had higher level of emotional intelligence compared to others.
- **Satisfaction with Leave Facilities:** Those respondents who were satisfied with their leave facilities had higher level of emotional intelligence compared to those who were not satisfied with their leave facilities.
- **Satisfaction with Income:** Those respondents who were satisfied with their income had higher level of emotional intelligence. Diana (2012) found the link between emotional intelligence and earnings is so well founded that every point increase in Emotional Intelligence adds to one's annual salary.
- **Satisfied with Work Atmosphere:** Those respondents who were satisfied with their work atmosphere had higher level of emotional intelligence. The finding is supported by Fatemeh Sadat Ghoreishi et.al (2014) significant relation was found between the emotional intelligence and job satisfaction.
- **Target Oriented Job:** Those respondents whose job was target oriented had higher level of emotional intelligence compared to others.



- **Deal with Public:** Those respondents who deal with the public in their job had higher level of emotional intelligence compared to those who do not deal with public in their job.
- **Comment on Supervisor:** Those respondents who have stated that their supervisors are cooperative had higher level of emotional intelligence compared to those who have stated that their supervisors are often fault finding person.

### Conclusion

Emotional intelligence of women employees is found to be influenced by many factors. Since they have a combination of familial and official role, their Emotional intelligence is influenced by both .However higher levels of significance is found more with work related aspects than personal aspects. This implies that women employee's Emotional intelligence is either effected or affected because of their employment. Employee counseling seems to be a necessary requirement for working women to balance their emotions.

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